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12/1/52

fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1952

january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, NOVEMBER 28, 1952</u>			
Friday Nov. 28 2:30 P.M.	HOLIDAY FASHION PRESENTATION Lord & Taylor will present fashions for the holidays in the Young New Yorker Shop. Open to public. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	YOUNG NEW YORKER SHOP 6TH FLOOR
Friday Nov. 28- Nov. 30	2ND INTERNATIONAL ART FILM FESTIVAL Showing of films of art by leading contemporary and renowned artists of all times. Sponsored by the American Federation of Arts, the Film Advisory Center and the Woodstock Artists Association. Matinees on Fri., Sat., Sun. Evening performances on Fri. and Sun. Series tickets: Patrons, \$12.50; Delegates, \$10.00. Contact: Miss Raymond, JU. 2-4378.	ART FILM FESTIVAL (680 FIFTH AVENUE)	HUNTER COLLEGE AUDITORIUM, 69TH ST.
<u>WEEK BEGINNING MONDAY, DECEMBER 1, 1952</u>			
Monday Dec. 1 10:00 A.M. Press Preview; 2:00 P.M. Trade	SPRING & SUMMER 1953 SHOE FASHIONS The Popular Price Shoe Show of America will present a special industry showing of Spring-Summer 1953 shoes for men, women and children. By invitation only, for the press. <u>Trade showings beginning Mon., Dec. 1 at 2:00 P.M. through Wed., Dec. 3.</u> Trade Contact: Edward Atkins or Maxwell Field, MU. 2-8705. Publ.: Ruth Hammer Associates, EL. 5-7108.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER GRAND BALLROOM
Monday Dec. 1 11:00 A.M.	PRESS PREVIEW OF CHRISTMAS BOUTIQUE Lilly Dache will present a special Boutique showing. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Monday Dec. 1 4:30 P.M. Cocktails	SHOWING OF FABRICS BY PAINTERS AND SCULPTORS Third annual showing of fabrics by painters and sculptors. Open to public. 2:00 P.M. to 6:00 P.M., thereafter. Publ.: Mary Marsh Assoc., FL. 7-5809.	PERSPECTIVES, INC.	34 EAST 51ST STREET
Monday Dec. 1 7:30 P.M.- 8:45 P.M.	ADVERTISING SURVEY COURSE Subject: "Print Media--The Why And How Of Media Selection." Speakers: Eugenie C. Stamler, The Biow Co. "Newspapers & Newspaper Supplements-Advertising Basics." H. James Gedinan, The American Weekly and Puck. "Magazines-Their Place In Advertising." C.S. Hanson, Look Magazine. Price: \$1.00 per lecture. Contact: CI. 5-4149.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR NORTH BALLROOM
Monday Dec. 1 7:30 P.M.- 9:30 P.M.	FOURTH SESSION OF FASHION TRAINING COURSE Subject: "Editorial"--magazines, newspaper. Speakers: Jessica Daves, "Vogue." Virginia Pope, The New York Times; Nancy White, Good Housekeeping. Price: \$2.00. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 WEST 57TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Dec. 1	SCARF COLLECTION FOR SPRING AND SUMMER Opening of Vera's "Portofino," Italian Riviera collection of scarves, stoles and ties. Publicity: Florence Brobeck, MU. 8-8197.	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM
Beginning Monday Dec. 1	SHOWING OF RESORT AND SPRING FASHIONS Davidson Sportswear presents their collection of after-five separates. Contact: The Miles, CH. 2-2344.	JOE DAVIDSON ORIGINALS	1410 BROADWAY SHOWROOM - 14TH FLOOR

Monday Dec. 1- Dec. 23	SPECIAL CHRISTMAS SHOPPING SCHEDULES Retail stores will have the following shopping hour schedules for Xmas. Regular closing hours on Saturdays, unless indicated.	RETAIL STORES	NEW YORK CITY, NEWARK BROOKLYN, QUEENS
	<u>STORE</u>	<u>BEGINNING</u>	<u>HOURS</u>
	ABRAHAM & STRAUS (Bklyn)	Dec. 3	9:30 A.M. to 9:00 P.M.
	L. BAMBERGER (Newark)	Dec. 8	9:45 A.M. to 9:00 P.M.
	BLOOMINGDALE'S	Dec. 1	9:30 A.M. to 9:00 P.M.
	BOND'S	Dec. 8	9:45 A.M. to 9:00 P.M.
	BONWIT TELLER	Dec. 15	9:30 A.M. to 7:00 P.M.
	FRANKLIN SIMON	Dec. 8	9:30 A.M. to 9:00 P.M.
	GERTZ (Long Island)	Dec. 1	9:30 A.M. to 9:30 P.M. (Incl. Sat.)
	GIMBELS	Dec. 1	9:30 A.M. to 9:00 P.M. (Incl. Sat.)
	HEARNS	Dec. 4	10:00 A.M. to 9:00 P.M. (Incl. Sat.)
	KRESGE-NEWARK	Dec. 8	9:45 A.M. to 9:00 P.M.
	LANE BRYANT	Dec. 8	9:30 A.M. to 9:00 P.M.
	LORD & TAYLOR	Dec. 1	9:30 A.M. to 6:00 P.M. (Incl. Sat.)
	MACY'S	Dec. 8	9:45 A.M. to 9:00 P.M.
	McGREERY	Dec. 8	9:30 A.M. to 9:00 P.M.
	NAMM-LOESER'S (Bklyn)	Dec. 1	9:30 A.M. to 9:00 P.M.
	OPPENHEIM COLLINS	Dec. 3	9:30 A.M. to 9:00 P.M.
	OHRBACH'S	Dec. 15	10:00 A.M. to 8:30 P.M.
	RUSSEKS	Dec. 15	10:00 A.M. to 9:00 P.M.
	SAKS FIFTH AVENUE	Dec. 15	9:15 A.M. to 8:30 P.M.
	SAKS 34TH STREET	Dec. 1	9:30 A.M. to 9:00 P.M. (8:30 Sat.)
	STERN'S	Dec. 1	9:30 A.M. to 9:00 P.M.
	WANAMAKER'S	Dec. 3	12:00 Noon to 9:00 P.M.

Tuesday Dec. 2 2:30 P.M.	PRESENTATION OF RESORT FASHIONS Russeks will present a showing of Henry Rosenfeld Resort fashions. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
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Tuesday Dec. 2 2:30 P.M.	"NEWS IN PRINT" BENEFIT FASHION SHOW Silk & Rayon Print Institute fashion show. Contact: Mia Grau, PL.5-1127.	HEBREW NATIONAL ORPHANAGE - MT. VERNON	WALDORF-ASTORIA GRAND BALLROOM
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Tuesday Dec. 2 2:30 P.M.	HOLIDAY & RESORT BENEFIT FASHION SHOW Showing of Bonnie Cashin's knitwear, rainwear, evening separates and hostess gowns. (Luncheon at 12:30 P.M.) By invitation. Publicity: Donna Cannon, PL. 3-7072. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BONNIE CASHIN	HOTEL PIERRE COTILLION ROOM
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Dec. 3 12:30 P.M. Luncheon	CAROLYN SCHNURER FASHIONS AT LUNCHEON Peck & Peck will present Carolyn Schnurer's Resort and Cruise fashions. Press by invitation. Public by reservation; contact: TE. 8-8000. Publicity: Schnurer--Jose Lorenz, CH. 4-4587; Peck & Peck--D.J. Todd, OR. 3-4700; Pierre Director & Commentator: Nola Luxford, TE. 8-8000.	PECK & PECK	HOTEL PIERRE COTILLION ROOM
Wednesday Dec. 3 12:30 P.M. Luncheon	HANNAH TROY FASHIONS AT LUNCHEON SHOW Bonwit Teller will present Cruise fashions by Hannah Troy. (<u>Note Change of Date</u>). Press by invitation. Public by reservation; contact: Head-waiter, EL. 5-3000. Hannah Troy Publicity: Elle Kofler, LO. 3-0988. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Dec. 3 12:30 P.M. Luncheon	SHOWING OF FASHIONS AND SILVER PATTERNS "Silver Wheat" At Home in America--showing of fashions and silver patterns by Reed & Barton and leading manufacturers. By invitation. Reed & Barton Publicity: Sidney Dee Bloeme, JU. 6-4490. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	REED & BARTON; AND FASHION MANUFACTURERS	HOTEL PIERRE ROOF GARDEN
Wednesday Dec. 3 12:30 P.M. Luncheon	SEWING MACHINE PREVIEW FOR MAGAZINE EDITORS The Necchi Sewing Machine Sales Co. and Elna Sewing Machine Co. will invite magazine editors to a luncheon presenting new Elna Swiss model supermatic sewing machine. By invitation only. Publicity: Drucella Lowrie, WA. 4-7604.	NECCHI SEWING MACHINE ELNA SEWING MACHINE CO.	WALDORF-ASTORIA JADE ROOM
Dec. 3 2:00 P.M.	A GIBSON FOOD FREEZER PLAN SALES CLINIC--PARK SHERATON HOTEL. Contact: Paul Vaughan, Mamaronneck 9-2281.		
Wednesday Dec. 3 4:30 P.M. Cocktails	PREVIEW OF PARIS- INSPIRED COIFFURES Cocktail preview of Paris-inspired coiffures featured in Macy's new Beauty Salon (11th Floor). By invitation only. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S	13TH FLOOR EXECUTIVE DINING RM.
Thursday Dec. 4 11:00 A.M.	PRESS PREVIEW OF CRUISE FASHIONS Resort and Cruise fashions will be presented to the press at Ohrbach's. By invitation only. Publicity: Mark Klauser, SP. 7-9000.	OHRBACH'S	841 BROADWAY 3RD FLOOR
Thursday Dec. 4 1:00 P.M. Luncheon	MCCARDELL FASHIONS IN PANAGRA COTTONS Claire McCardell's Resort collection in Panagra cottons by Everfast, available at Lord & Taylor. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Everfast Publ.: C. Elsie Ryan at Kelly, Nason, MU. 8-3300. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	EVERFAST FABRICS, INC.	HOTEL PLAZA TERRACE ROOM
Thursday Dec. 4 2:30 P.M. & 6:00 P.M.	SHOWING OF FASHIONS FOR 5' 4" FIGURE Showing of fashions for 5'4" and under. Press invited. Open to public. Publicity: Susan Trowbridge, TR. 5-7200, Ext. 661.	ABRAHAM & STRAUS (BROOKLYN)	3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Dec. 4 3:15 P.M.	FASHION SHOW AT "YE OLDE ENGLISH FAIRE" "Fashions in the Reigns of British Queens" will feature a parade of authentic styles of the days of Elizabeth I, Queens Anne and Victoria from the Traphagen Museum Collection; and today's Elizabeth II coronation-year fashions from Carolyn Schmurer, Mini Turcotte, Lee Menichetti. Proceeds for Victoria Home for the Aged. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	HOTEL BILTMORE
Cancelled Dec. 4	HARRYSON HATS' PREVIEW OF ADVANCE SPRING MILLINERY, ORIGINALLY SCHEDULED FOR THURSDAY, DEC. 4 AT 4:00 P.M., HAS BEEN CANCELLED.		
Thursday Dec. 4 5:30 P.M. Cocktails	SEMI-ANNUAL COCKTAIL PARTY "Shooting for the Stars"--semi-annual cocktail and fund-raising party. Price: \$3.75 per person. Contact: Josephine Brush, MU. 7-8122.	HOME FASHIONS LEAGUE (141 EAST 44TH STREET)	HOTEL ROOSEVELT HENDRIK HUDSON ROOM
Thursday Dec. 4 6:00 P.M. Cocktails	MERCHANDISING FASHIONS FOR TELEVISION Private showing and study of merchandising and coordination of fashions for television. By invitation only. Contact: Connie Dimun, PL. 7-0800.	SPOTLIGHT PROMOTIONS (123 WEST 44TH STREET)	GOVERNOR CLINTON HOTEL GRAMERCY ROOM
Thursday Dec. 4 6:00 P.M. Cocktails- Dinner	SHOE PREVIEW FOR FASHION EDITORS Brown Shoe Co. of St. Louis will present shoe fashions to the press, to tie in with the company's 75th Diamond Jubilee Anniversary. Robert Stolz, advertising manager, will make a special presentation. By invitation only. Publicity: William Case at Verne Burnett, MU. 7-9030.	BROWN SHOE CO. (ST. LOUIS, MO.)	"21" CLUB 21 WEST 52ND STREET
Thursday Dec. 4 8:30 P.M.	SKI FASHION PRESENTATION Saks Fifth Avenue will present fashions for ski-wear. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	HENRY HUDSON HOTEL 353 WEST 57TH STREET
Thursday Dec. 4- Dec. 5	FOURTH PLASTIC FILM, SHEETING DIV. CONFERENCE Plastic film, sheeting and coated fabrics division conference. Contact: C. Condit, 67 W. 47th St., MU. 7-2675.	SOCIETY OF PLASTICS INDUSTRY, INC.	HOTEL COMMODORE GRAND BALLROOM
Friday Dec. 5 9:00 A.M.- 11:30 A.M. Breakfast	PRE-MARKET PREVIEW OF NEW HOME FABRICS Breakfast preview of new 1953 collection of Waverly Home Fabrics. Seven room settings created by Margaret Riley, Waverly stylist, including a new idea in kitchens and a nursery niche. Formal introduction of Miss Martha Beha, Waverly's new decoration consultant. Contact: Ruth Maybank at Philip Schuyler, LE. 2-7800, Ext. 226.	WAVERLY FABRICS (DIV. F. SCHUMACHER & CO.)	60 WEST 40TH STREET 10TH FLOOR
Friday Dec. 5 11:00 A.M.	PRESS PREVIEW OF RESORT COLLECTION Bergdorf Goodman will present their ready-to-wear Resort collection and accessories to the press. By invitation. Publ.: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	3RD FLOOR
Friday Dec. 5 6:00 P.M.- 7:00 P.M.	WEEKLY MILLINERY FASHION SHOWS Dec. 5: Harryson Hats. Dec. 12: Madame Aranka. Dec. 19: Laddie Northridge. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Dec. 8 2:30 P.M.	FASHION SHOW AT BENEFIT LUNCHEON Custom-made and ready-to-wear fashions at benefit luncheon. Furs-- Fredrica. Hats--Rose Sapphire. By invitation only. Contact: PL. 8-0892.	SYDELL	HOTEL PIERRE BALLROOM
Monday Dec. 8 6:30 P.M.	RESORT FASHIONS BY SUZY PERETTE Russeks will present a showing of Suzy Perette's Resort fashions for North and South. (<u>Note Change of Time</u>). Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
Dec. 8- Dec. 15	"NATIONAL BELT WEEK" BY BELT ASSOCIATION--THEME: "GARMENT'S BEST FRIEND IS AN ADDITIONAL BELT". Publicity: Donald E. Green Assoc., LE. 2-6404.		
Monday Dec. 8	MILLINERY MARKET WEEK IN LOS ANGELES <u>Los Angeles Members:</u> Agnes Originals; Belaire Modes; Caspar-Davis; Cathy Hats; Leslie-James; Marilyn Hat Co., Phil Strann; Suzy Lee; Wilshire Millinery; Yvonne Millinery. <u>San Francisco Members:</u> Meadowbrook; Mme. Roze; Louis Skopp. Contact: California Millinery Guild, Los Angeles, Cal.	CALIFORNIA MILLINERY GUILD	LOS ANGELES, CALIFORNIA
Tuesday Dec. 9 10:45 A.M.	SEWING MACHINE PREVIEW FOR TRADE EDITORS Press conference for business publications and new products editors, presenting new Elna Swiss model supermatic portable sewing machine. By invitation only. Publicity: Helen Beringer, Bert Nevins, WI. 7-9715.	NECCHI SEWING MACHINE; ELNA SEWING MACHINE CO.	WALDORF-ASTORIA ROOM 4-V
Tuesday Dec. 9 12:00 Noon- 7:00 P.M.	SHOWING OF NEW FABRICS IN CURTAINS Cameo will present new curtains, featuring chromspun and other new fabrics. By invitation only. Contact: Irving Zuckerman, OR. 9-3040.	CAMEO CURTAINS, INC.	260 FIFTH AVENUE SHOWROOM
Tuesday Dec. 9 1:15 P.M.	SHOWING OF SPRING COATS AND SUITS The House of Swansdown will present Spring coats and suits. (Benefit luncheon at 12:30 P.M.) Show will be repeated at 2:15 P.M. in the Cotillion Room, following a benefit luncheon there. Swansdown Publicity: Ruth Hammer Associates, EL. 5-7108. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	HOUSE OF SWANSDOWN (500 SEVENTH AVENUE)	HOTEL PIERRE ROOF GARDEN
Tuesday Dec. 9 4:00 P.M. Cocktails	PREVIEW OF MILLINERY BY RUSS RUSSELL "The Sea Around Us"--O'Connell Hat Co. will present the Russ Russell collection of Spring hats. By invitation. Publ.: Maud G. Moody, LE. 2-4049.	O'CONNELL HAT CO. (1 WEST 39TH ST.)	SHERRY NETHERLAND CARNAVAL ROOM
Dec. 9	"FASHION WEEK IN MONTREAL"--OPENING OF SPRING LINES IN MONTREAL.		
Wednesday Dec. 10 12:15 P.M. Luncheon	COSMETICS' LUNCHEON ANNUAL MEETING Subject: "Scents and Nonsense"--speakers: B. Mathieu, "New Yorker" staff writer; John Daley, MC, "What's My Line", ABC network. Chairman: Kay Torrey. Price: \$4.00 for members, \$4.25 for guests (one per member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Asso- ciates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Dec. 10 12:30 P.M. Luncheon	DAVID CRYSTAL FASHIONS DURING LUNCHEON Best & Co. will present Holiday and Resort fashions by David Crystal. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: David Crystal-Terry Mayer, BR. 9-6560; Best & Co.-Madlyn Grimes, PL. 9-2000; Waldorf Fashion-Madeleine Riordan, EL. 5-3000.	BEST & CO.	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Dec. 10 12:30 P.M. Luncheon	LOTTE OF DREWYN FASHIONS AT LUNCHEON Saks Fifth Avenue will present Lotte of Drewyn's "T.N.T." Holiday and Cruise fashions at luncheon. Press by invitation. Public by reservation; contact: TE. 8-8000. Publicity: Lotte of Drewyn--Sidney Dee Bloeme, JU. 6-4490; Saks Fifth Avenue--Carolyn Haight, PL. 3-4000, Ext. 7064; Pierre Fashion Director: Nola Luxford, TE. 8-8000.	SAKS FIFTH AVENUE	HOTEL PIERRE COTILLION ROOM
Wednesday Dec. 10 2:30 P.M.	RESORT FASHION PRESENTATION Showing of Resort fashions. Publicity: John Von Arnold, Market 2-1212.	BAMBERGER'S (NEWARK, N. J.)	3RD FLOOR
Thursday Dec. 11 10:00 A.M.	PREVIEW OF NEW SPRING CARPETS Fifth Annual Magee distributors' sales meeting and presentation of the new style subjects in carpets for Spring, 1953. By invitation only. Publicity: John C. LeClair, CI. 7-3051.	MAGEE CARPET CO. (295 FIFTH AVENUE)	WALDORF-ASTORIA SERT ROOM
Thursday Dec. 11 12:30 P.M. Luncheon	CABANA FASHIONS FOR RESORT & CRUISE Bonwit Teller will present Cabana Resort and Cruise fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Thursday Dec. 11 12:30 P.M. Luncheon	PIERRE BALMAIN FASHIONS DURING LUNCHEON De Pinna will present Resort fashions by Pierre Balmain. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Publicity: Balmain-Gladys Steiner, MU. 9-1630; De Pinna-Solita Arbib, MU. 8-2000. Plaza Fashion Director-Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Thursday Dec. 11 11:00 P.M.	"CHRISTMAS GIFTS ON PARADE" The Hotel Pierre will give a special fashion show, in cooperation with "Cue" Magazine, with the 19 firms who have show-cases in the Pierre "Promenade." Press by invitation. Public by reservation; contact: Pasqual, TE. 8-8000. "Cue" contact: Arthur Ost, LE. 2-5300. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	FIRMS WITH SHOW- CASES AT PIERRE	HOTEL PIERRE COTILLION ROOM
Dec. 14- Dec. 18	SEMI-ANNUAL DISPLAY MARKET WEEK AT HOTEL NEW YORKER, 5TH, 6TH, 7TH FLOORS. Contact: National Association of Display Industries, 203 N.Wabash, Chicago.		
Tuesday Dec. 16 12:30 P.M. Luncheon	COATS AND SUITS AT CHARITY SHOW Donnybrook will present coats and suits during luncheon. Cocktail fashions--Lee Menichetti. By invitation only. Donnybrook Contact: Miss Marcene, LA. 4-3040. Pierre Fashion Dir.: Nola Luxford, TE. 8-8000.	DONNYBROOK	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Dec. 17 11:00 A.M.	PRESS PREVIEW: NYLON TRICOT LINGERIE Colura will present a press showing of high fashion nylon tricot lingerie for Spring and Summer. Also, cotton lingerie and hosiery. By invitation only. Publicity: Noriene Barrett, MU. 6-0055.	COLURA, INC.	185 MADISON AVENUE SHOWROOM - 9TH FLOOR
Wednesday Dec. 17 12:30 P.M. Luncheon	LARRY ALDRICH FASHIONS DURING LUNCHEON Larry Aldrich Holiday and Resort fashions will be presented by Bonwit Teller. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Dec. 17 12:30 P.M. Luncheon	ANNUAL CHRISTMAS LUNCHEON The Advertising Women of New York will hold their annual Christmas Luncheon. Price: \$4.50, members; \$5.00, guests. Contact: CI. 5-4149.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL PIERRE
Thursday Dec. 18 8:30 P.M.	SPECIAL FASHION PRESENTATION Fashion show by the Fashion Institute of Technology. By invitation. Contact: Shirley Goodman, OR. 5-3307.	FASHION INSTITUTE OF TECHNOLOGY	225 WEST 24TH STREET
Dec. 21	FIRST DAY OF WINTER (Sunday).		
Dec. 25	CHRISTMAS DAY (Thursday).		
Monday Dec. 29 12:15 P.M. And 5:45 P.M.	HOLIDAY AND SPRING FASHIONS FOR JUNIORS Saks 34th will present Holiday and Spring fashions for juniors, sizes 7 to 15. Box luncheon, 12:15 P.M. to 1:15 P.M. Show repeated 5:45 P.M. to 6:45 P.M. Open to public. Publicity: Rita Dobbins, LA. 4-7000.	SAKS 34TH STREET	2ND FLOOR YOUNGER SET SHOP
Monday Dec. 29 4:00 P.M.- 7:00 P.M.	MODERN FURNITURE & COORDINATED FASHIONS Presentation of Modern furniture coordinated with new fashions. By invitation. Contact: Mrs. Zenith Gross, MU. 9-6510.	TODAY'S HOUSE	53 EAST 34TH STREET
Jan. 1	NEW YEAR'S DAY (Thursday--Legal Holiday).		
Sunday Jan. 4- Jan. 7	CALIFORNIA'S FASHION BOWL - 1953 Opening of Spring and Summer market week in Los Angeles. Contact: California Fashion Creators, 740 So. Broadway, Los Angeles, Calif.	CALIFORNIA FASHION CREATORS	AMBASSADOR HOTEL LOS ANGELES, CALIF.
Monday Jan. 5 10:30 A.M.	SPRING MILLINERY AT PRESS SHOWING Showing of Sally Victor's Spring millinery collection to the N.Y. fashion press. By invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Monday Jan. 5 12:00 Noon Luncheon	PRESS SHOWING OF SPRING MILLINERY Emme will invite the press to a preview of her Spring millinery collection at 12:00 Noon, followed by luncheon at 1:00 P.M. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	EMME (26 EAST 56TH ST.)	HOTEL PIERRE ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 5 4:00 P.M. Cocktails	MILLINERY PREVIEW FOR N. Y. PRESS Presentation of the Beatrice-Martin Spring millinery collection. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	BEATRICE-MARTIN	16 WEST 57TH STREET SALON
Beginning Monday Jan. 5	SHOWING OF SPRING HANDBAG LINES Industry-wide opening of Spring 1953 handbag fashions. All member manufacturers will show complete collections of new handbag styles in their own showrooms. Publicity: Ruth Lundgren, MU. 6-0686.	NATIONAL AUTHORITY FOR LADIES' HANDBAG INDUSTRY	INDIVIDUAL SHOWROOMS
Jan. 5-- Jan. 16	OPENING OF WINTER MARKET AT THE AMERICAN FURNITURE MART IN CHICAGO. Contact: American Furniture Mart, 666 Lake Shore Drive, Chicago, Ill.		
Tuesday Jan. 6 10:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY Press showing of Braagaard's Spring millinery collection. By invitation only. Contact: PL. 3-0353.	BRAAGAARD	10 EAST 56TH STREET SALON
Tuesday Jan. 6 7:30 P.M. Dinner	NINETEENTH ANNUAL FASHION SHOW "Daytime Fashions For The Youthful Look."--theme of the 19th annual fashion show of the National Association of House Dress Manufacturers, emphasizing youthful styling. A textile exhibit will continue throughout the entire week. By invitation. Publ.: Leon Klinger, LA. 4-6352.	NATIONAL ASS'N OF HOUSE DRESS MFRS.	WALDORF-ASTORIA GRAND BALLROOM
Tuesday Jan. 6 9:00 P.M.	SPRING MILLINERY FASHION SHOW Semi-annual millinery fashion show for trade and press. Show will be followed by supper and dance. By invitation only. Contact: Millinery Stabilization Commission, LO. 4-7800. Publ.: Mary Kelley, LO. 4-7800.	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM
Wednesday Jan. 7 9:30 A.M.	BREAKFAST PREVIEW OF SPRING MILLINERY Irene of New York will present her Spring millinery collection during breakfast. By invitation only. Publ.: Maud G. Moody, LE. 2-4049.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Wednesday Jan. 7 11:00 A.M.	PREVIEW OF MILLINERY FOR LOCAL PRESS Mr. Fred will present his millinery collection for Spring at a showing for the N.Y. press. By invitation only. Publ.: Lily Davis, PL. 3-1010.	JOHN FREDERICS	29 EAST 48TH STREET SALON
Wednesday Jan. 7 2:30 P.M.	MILLINERY PREVIEW FOR N.Y. PRESS Presentation to the press of Laddie Northridge's Spring millinery collection. By invitation only. Publicity: Donna Cannon, PL. 3-7072.	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON
Thursday Jan. 8 10:30 A.M.	PRESS PREVIEW OF SPRING MILLINERY Mr. John will invite the press to a preview of his millinery collection for Spring. By invitation only. Publ.: Jeanne Carberry, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Thursday Jan. 8 2:30 P.M.	PRESS SHOWING OF SPRING MILLINERY Walter Florell will present Spring millinery. By invitation. Publ.: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Jan. 9 11:00 A.M.	PRESS PREVIEW OF MILLINERY FASHIONS Presentation of Gladys & Bell Spring millinery collection. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	GLADYS & BELLE	20 WEST 57TH STREET SALON
Jan. 11- Jan. 16	NEW YORK LAMP SHOW AT THE HOTEL NEW YORKER. Contact: George F. Little Management, 220 Fifth Avenue, New York, MU. 9-7147.		
Monday Jan. 12 4:00 P.M.- 6:30 P.M. Cocktails	COTTON KNIT FASHION SHOW Cotton knit fashion show of late Spring and Summer fashions. Admission: \$5.00--for merchandise managers, buyers and members of the knitwear industry. Press by invitation. Publicity: Martin Stern, VA. 6-0543.	KNITTED FABRICS INST. (1450 BROADWAY)	HOTEL BILTMORE BALLROOM
Beginning Monday Jan. 12- Jan. 15	NRDGA'S 42ND ANNUAL CONVENTION "Patterns for Retail Progress"--theme of the 42nd Annual Convention of the NRDGA. Twenty-eight separate sessions devoted to the latest operating procedures in every phase of store operation. "Curtain-Raiser" luncheon, Jan. 12 at 12:00 Noon in the Grand Ballroom. Publicity: Robert J. Mayer, Director of Public Relations, CH. 4-8780.	NATIONAL RETAIL DRY GOODS ASSOCIATION	HOTEL STATLER
Tuesday Jan. 13 9:00 A.M.- 5:00 P.M.	SEVENTH ANNUAL HOSIERY MERCHANDISING FORUM "Workshop" Hosiery Forum, including buyers' panel discussions, resource contacts, speakers' round-table, luncheon and "Buyers' Punch Bowl". Price: \$15.00. Contact: James A. Doyle, SP. 7-9364.	HOSIERY MERCHANDISING; HOSIERY INDUSTRY WEEKLY	HOTEL ROOSEVELT BALLROOM
Tuesday Jan. 13 4:30 P.M.- 6:30 P.M. Cocktails	"FÊTES DES PERLES" LA TAUSCA JEWELRY Spring collection of Majeska-designed pearl jewelry for La Tausca at semi-annual fashion presentation. Showing at 5:00 P.M. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	THE HOUSE OF HELLER (L. HELLER & SON)	HOTEL PLAZA GRAND BALLROOM
Jan. 15- Jan. 22	SEMI-ANNUAL EXHIBIT OF THE NAT'L HOUSEWARES SHOW IN CHICAGO AT NAVY PIER. Contact: Nat'l Housewares Mfrs. Ass'n., 1140 Merchandise Mart, Chicago.		
Jan. 18- Jan. 23	NEW YORK CURTAIN & DRAPERY AND NATIONAL DOMESTICS & LINEN SHOW AT HOTEL NEW YORKER WITH 160 EXHIBITORS. Contact: National Exhibitors, Lansdale, Pa.		
Thursday Jan. 22 12:15 P.M. Luncheon	MILLINERY DIVISION LUNCHEON MEETING The Fashion Group will have a Millinery Division Meeting. Co-chairmen: Maud G. Moody and Esther Lyman. (Price will be announced later.) Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR GRAND BALLROOM
Tuesday Jan. 27 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW Eighth Annual "March of Dimes" Fashion Show, presented for the benefit of The National Foundation For Infantile Paralysis, with fashions from the New York Dress Institute Couture Group. (Price of tickets will be listed later). Contact: Elaine Whitelaw, Nat'l Foundation, 120 Broadway, BE. 3-0500. Fashion Publicity: Eleanor Lambert, MU. 8-2130.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM

MOVIES...MUSIC...THEATRE

- Beginning
Monday
Dec. 1
- FOURTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY
Dec. 1: Puccini's MADAMA BUTTERFLY. Dec. 2: Verdi's DON CARLO. Dec. 3:
 Verdi's RIGOLETTO. Dec. 4: Verdi's LA FORZA DEL DESTINO. Dec. 5:
 Wagner's LOHENGRIN. Dec. 6, Mat.: Mozart's DON GIOVANNI. Dec. 6, Eve.:
 Bizet's CARMEN. Publicity: Margaret Carson, PE. 6-1200.
- Beginning
Monday
Dec. 1
- THIRD WEEK: "FRENCH THEATRE" ZIEGFELD THEATRE, 6TH AVE. & 54TH ST.
 S. Hurok presents the Madeleine Renaud-Jean-Louis Barrault Co. Dec. 1-
Dec. 6: Hamlet. (Tour has been extended, will stay through Dec. 20).
 Settings & costumes: Maurice Brianchon. Tickets: \$1.20-\$4.80.
 Publicity: Martin Feinstein, PL. 9-6000.
- Beginning
Tuesday
Dec. 2
- FIFTH WEEK: NEW YORK CITY BALLET CITY CENTER, 131 WEST 55TH STREET
Dec. 2: SERENADE, METAMORPHOSES, SYLVIA: PAS DE DEUX, PIED PIPER.
Dec. 3: SWAN LAKE, THE DUEL, A LA FRANCAIX, CAKEWALK. Dec. 4: FOUR
 TEMPERAMENTS, FIREBIRD, THE CAGE, SYMPHONY IN C. Dec. 5: SWAN LAKE,
 ILLUMINATIONS, A LA FRANCAIX, SYMPHONY IN C. Dec. 6, Mat.: THE DUEL,
 PICNIC AT TINTAGEL, PAS DE TROIS, BOURREE FANTASQUE. Dec. 6, Eve.:
 CARACOLE, PRODIGAL SON, PAS DE TROIS, BOURREE FANTASQUE. Dec. 7, Mat.:
 MOTHER GOOSE SUITE, METAMORPHOSES, SYLVIA: PAS DE DEUX, CAKEWALK.
Dec. 7, Eve.: SWAN LAKE, THE CAGE, TYL ULENSPIEGEL, PIED PIPER.
 Prices: \$1.50-\$3.60. Publicity: Phillip Bloom, CH. 4-5185.
- Tuesday
Dec. 2
- OPENING: "I'VE GOT SIXPENCE" BARRYMORE THEATRE, 243 WEST 47TH ST.
 Gertrude Macy-Walter H. Starcke present Edmond O'Brien, Viveca Lindfors,
 Vicki Cummings, Patricia Collinge in John Van Druten's comedy staged by
 the author. Settings: Boris Aronson. Costumes supervised by Burton J.
 Miller. Miss Cummings costumes by Amie. Publ.: Barry Hyams, PL. 7-7238.
- Wednesday
Dec. 3
- PREMIERE: "BECAUSE OF YOU" (Movie) CAPITOL THEATRE, B'WAY AT 51ST STREET
 Universal-International production starring Loretta Young and Jeff
 Chandler in a dramatic story of a woman who serves a prison term for be-
 ing an unwitting accomplice in a crime. Producer: Albert J. Cohen.
 Director: Joseph Pevney. Costumes: Bill Thomas. Publicity: Lowell
 Benedict, PL. 9-8000.
- Wednesday
Dec. 3
- OPENING: "SEE THE JAGUAR" CORT THEATRE, 138 WEST 48TH STREET
 Lemuel Ayers-Helen Jacobson will present Arthur Kennedy in N. Richard
 Nash's play featuring Constance Ford, Cameron Prud'homme, Roy Fant.
 Production designed by Lemuel Ayers. Director: Michael Gordon.
 Publicity: George Ross, BR. 9-5906.
- Thursday
Dec. 4
- OPENING: "TWO'S COMPANY" ALVIN THEATRE, 250 WEST 52ND STREET
 James Russo-Michael Ellis-Clifford Hayman present Bette Davis in a new
 revue, co-starring Paul Hartman. Director: Jules Dassin. Settings:
 Ralph Alswang. Costumes: Miles White. Choreography: Jerome Robbins.
 Publicity: Sam Friedman, PL. 7-4380.
- Thursday
Dec. 4
- PREMIERE: "MILLION DOLLAR MERMAID" (Movie) RADIO CITY, 6TH AVE. & 50TH ST.
 MGM Technicolor musical production, starring Esther Williams, Victor
 Mature, Walter Pidgeon, David Brian. Producer: Arthur Hornblow, Jr..
 Director: Mervyn Le Roy. Costumes: Walter Plunkett. MGM Publicity:
 Herbert Crooker or Frances Lane, JU. 2-2000. On stage: Annual Nativity
 presentation and Christmas show. Radio City Music Hall Publicity:
 Fred Lynch, CI. 6-4600.